

EXHIBIT 2: INFRINGEMENT# 1URL: <https://betches.com/did-this-influencer-fake-a-crash-for-instagram-likes/>


Did This Influencer Fake A Cra... x +

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Tiffany Mitchell, who goes by [@tifforeli](#) on Instagram, posted a now-archived Instagram carousel of herself on her motorcycle. The first picture is exactly what you'd expect from her feed: Tiffany fake laughing, sitting on her motorcycle, holding a helmet.



tifforeli • Follow
Leipers Fork, Tennessee

tifforeli This is me and my bike about an hour before I got into an accident. If you watched my stories Sunday you know all about it, but if you didn't, here's the scary, magical series of events. A few of us rode down to Liepers Fork Saturday to explore and take pictures. My sweet friend @lindseygracewhiddon was shooting and my OTHER sweet friend @martynmazz was riding while a friend of Lindsey's drove the Jeep. We played around for a couple hours before heading back up to Nashville around 7:30, and on a secluded two lane stretch, I misjudged a curve, took it too fast and my bike went off the road. It slid through the grass and I hit the pavement. I had my helmet on so my head was fine, but I

4,246 likes
JULY 31

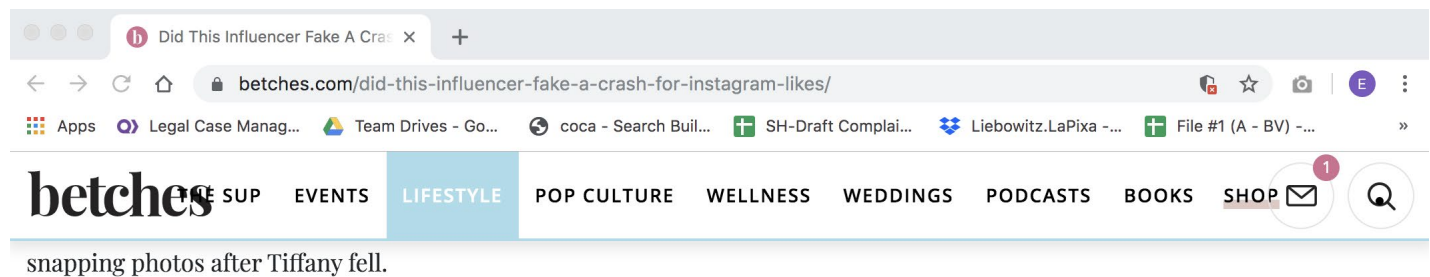
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Sometime after taking this photo, Mitchell apparently got into an accident, and what follows in the carousel are pictures of said accident. Here's Tiffany lying on the ground, being tended to by her friend Martyn Mazz, who Tiffany says was also riding with her that day. Mitchell wrote in the caption of her now-deleted post that her friend Lindsey was taking pictures of her riding her motorcycle, and continued snapping photos after Tiffany fell.

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At first, Buzzfeed reports that comments on the posts were positive, wishing Tiffany a speedy recovery and things of that nature. But then, people quickly pointed out a few things wrong with all these photos. Number one, why did Lindsey continue snapping photos when her friend was clearly hurt?? Have some decorum, Lindsey!

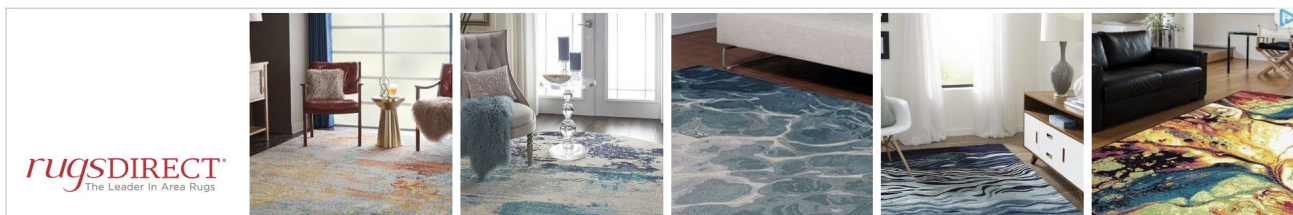


EXHIBIT 2: INFRINGEMENT# 3



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ORCH: COOL BEANS.

 **martynmazz**
Nashville, Tennessee [View Profile](#)



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423 likes

martynmazz

Had a lot of fun riding Tennessee's gorgeous backroads with @tifforelie it got a little scary towards the end but luckily everyone turned out okay. Thanks to the amazing @lindseygracewhiddon for her phenomenal 🏎️ skills! And of course @jdshuff (and your wife) and @jjamesheritage for being such legends! 🍷
#nashville #bmw #motorcycle

[view all 19 comments](#)


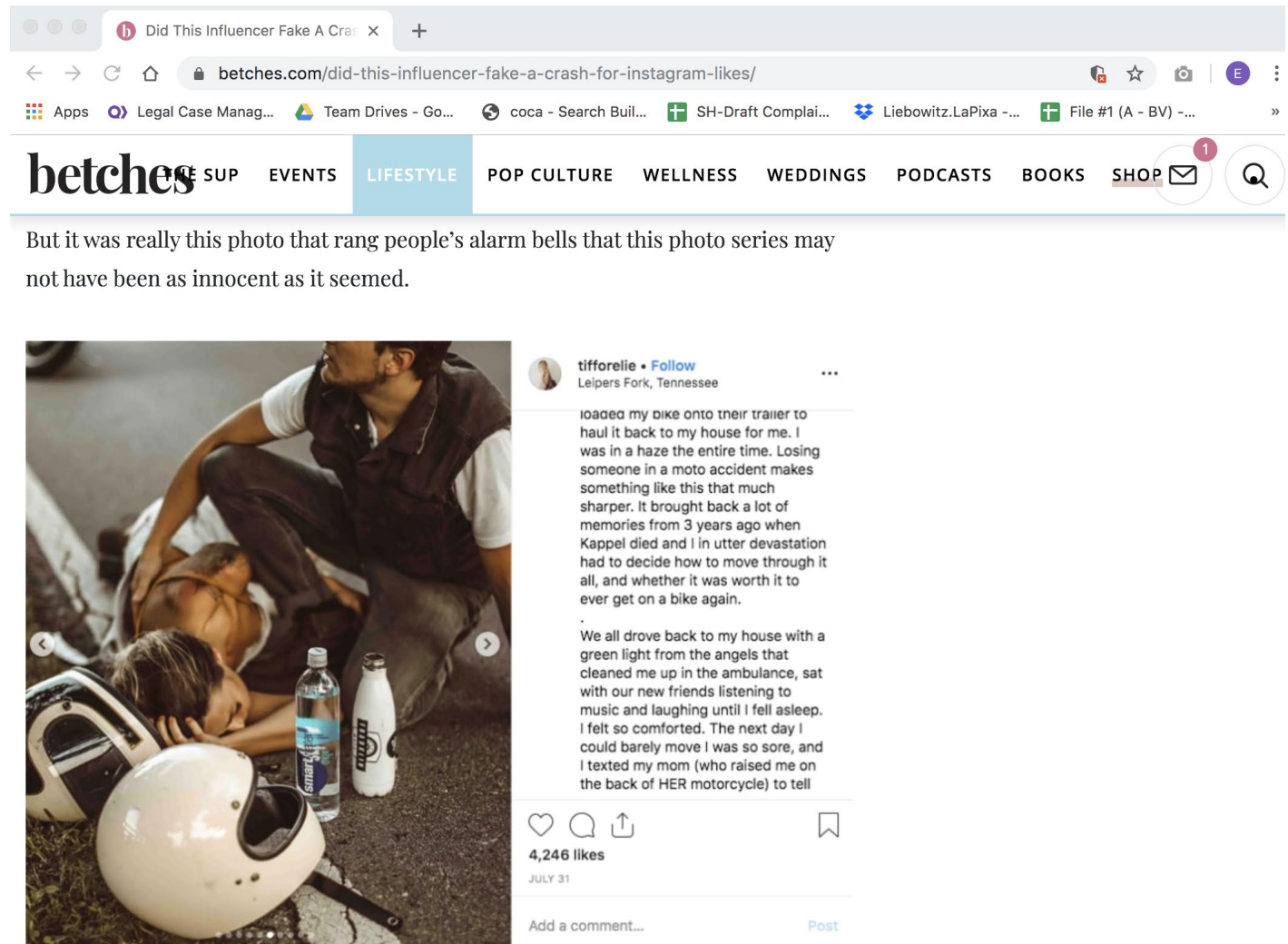
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But it was really this photo that rang people's alarm bells that this photo series may not have been as innocent as it seemed.

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Did This Influencer Fake A Crash For Instagram Likes?

loaded my bike onto their trailer to haul it back to my house for me. I was in a haze the entire time. Losing someone in a moto accident makes something like this that much sharper. It brought back a lot of memories from 3 years ago when Kappel died and I in utter devastation had to decide how to move through it all, and whether it was worth it to ever get on a bike again.

We all drove back to my house with a green light from the angels that cleaned me up in the ambulance, sat with our new friends listening to music and laughing until I fell asleep. I felt so comforted. The next day I could barely move I was so sore, and I texted my mom (who raised me on the back of HER motorcycle) to tell

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That SmartWater placement seems... suspicious. We already know that celebrities do fake paparazzi photos for sponsored content, so is it that crazy to assume that influencers are also hopping on the bandwagon? Look, really nothing would surprise me anymore. Especially when you consider the differences in these photos: Tiffany and Martyn have clearly changed positioning, and the two bottles of water appear out of nowhere. Where did they come from? They weren't there before, and they're so prominent in the frame that it seems like an odd, yet deliberate, choice.